

# UPCOMING TRADE EVENTS

AUGUST - DECEMBER 2002

DATES	EVENT	LOCATION
August 26 – 29	<b>Comdex Korea</b> Comdex Korea is one of the largest IT and telecommunication exhibitions in South Korea. U.S. IT and telecommunication companies will find this event an excellent chance to expand their market exposure in the South Korean market.	Seoul, South Korea
September 1 – 3	<b>Lyon Mode City</b> Lyon Mode City is the top lingerie and swimwear trade show in the world. It brings together over 800 exhibitors from some 27 different countries. The last show in 2000 attracted more than 18,000 visitors.	Lyon, France
September 3 – 6	<b>GlobTronics</b> GlobTronics integrates six specialized electronics exhibitions. The event covers the full spectrum of products and services in microelectronics systems integration and components. The Commerce Department is sponsoring an American Product Literature Center and will display participating company catalogs, sales brochures, and other graphic sales aids.	Singapore
September 3 – 6	<b>La Cumbre</b> La Cumbre is the premier travel industry conference for the sales and marketing of travel to the United States from Latin America and the Caribbean. The event, now in its 13th year, features a structured, computer-matched marketplace enabling buyers and suppliers to meet during scheduled appointments.	Las Vegas, Nevada
September 4 – 7	<b>Asia Food Expo 2002</b> Asia Food Expo 2002 is the largest trade show for the food industry in the Philippines. More than 600 local and foreign exhibitors participated in the 2000 show, which attracted over 18,000 visitors.	Manila, Philippines
September 15 – 24	<b>Medical Device Trade Mission</b> The Commerce Department plans to lead a trade delegation of up to 17 U.S. medical device companies to major metropolitan centers in China. Group briefings from local experts, regulatory officials, and embassy and consulate staff, visits to medical facilities, and one-on-one meetings specially arranged based upon each firm's business interests will help participating U.S. companies make the contacts needed to establish or expand business in China's fast-growing medical market.	Beijing and Chendu, China; Hong Kong
September 17 – 22	<b>Automechanika Exhibition</b> Automechanika is the largest and most important automotive parts and accessories trade event in the world. It occurs every two years. Automotive industry trade associations organize four to six group pavilions for U.S. companies.	Frankfurt, Germany
September 18 – 20	<b>Global Franchising 2002</b> The fourth annual Global Franchising Expo will be held in the International Convention and Exhibition Center in Suntec City, Singapore. This year's themes for franchising opportunities include retail trade, food service, and service industries.	Suntec City, Singapore
September 18 – 22	<b>Intermot '02</b> The Intermot International Trade Fair for Motorcycles and Scooters is the world's key trade fair in this industry. It is held every two years and is both a classic trade fair and a fascinating show for the general public. In 2000 a record number of exhibitors, more than 1,000 from 33 countries, took part. There were almost 150,000 visitors from 85 countries.	Munich, Germany
September 19 – 20	<b>RepCan Montreal Matchmaker</b> RepCan Montreal 2002 is designed to help small American firms establish long-term business relationships in the Canadian market. The United States is Quebec's seventh-largest trading partner, with more than 40 percent of its imports coming from the United States. Montreal, with an annual economic production estimated at \$70 billion, ranks as the number one city in North America for density of high-tech jobs.	Montreal, Canada
September 25 – 28	<b>Manufacturing Indonesia 2002</b> Manufacturing Indonesia is the largest manufacturing show in Indonesia, and it is the only event of its kind targeted solely to trade professionals. In 2001, this show brought together 1,151 exhibitors in nine national pavilions, and it registered 26,861 industry professionals from over 30 countries representing a broad spectrum of manufacturing sectors.	Jakarta, Indonesia

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## HIGHLIGHTED EVENTS

### AEROSPACE TRADE MISSION TO VIETNAM

**AUGUST 25 – 31, 2002**

**HANOI AND HO CHI MINH CITY, VIETNAM**

The Office of Aerospace, in the Department of Commerce's International Trade Administration, will lead an aerospace mission to Vietnam. Vietnam offers substantial market opportunities for aerospace companies and is one of the more attractive markets in Asia.

The mission will include representatives from a variety of U.S. aerospace firms interested in gaining a foothold in the fast-growing Vietnamese aerospace market. The program's goals are to gain first-hand market information and to provide access to key government officials and potential business partners for U.S. aerospace firms desiring to expand their presence in Vietnam.

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### DEPUTY SECRETARIAL BUSINESS DEVELOPMENT MISSION

**SEPTEMBER 8 – 13, 2002**

**MONTREAL, TORONTO, OTTAWA, AND VANCOUVER, CANADA**

Deputy Secretary of Commerce Samuel Bodman will lead a senior-level business development mission to Montreal, Toronto, Ottawa, and Vancouver, Canada.

The focus of the mission will be to help U.S. companies explore business opportunities in Canada. The delegation will include approximately 15 U.S.-based senior executives of small, medium, and large U.S. businesses representing, but not limited to, the following key growth sectors: automotive, information technology, telecommunications, safety and security, electric power generation, aerospace, and pharmaceuticals.

The business development mission will provide participants with exposure to high-level business and government contacts and an understanding of market trends and the commercial environment. American embassy officials will provide a detailed briefing on the economic, commercial, and political climate, and participants will receive individual counseling on their specific interests from U.S. Commercial Service industry specialists. Meetings will be arranged as appropriate with senior government officials and potential business partners. Representational events also will be organized to provide mission participants with opportunities to meet Canada's business and government representatives.

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<b>DATES</b>	<b>EVENT</b>	<b>LOCATION</b>
September 26 – 29	<b>Aquatech 2002</b> Aquatech is one of the largest and most important events in the water sector. It draws not only Europeans but a worldwide audience. The American Product Literature Center offers smaller companies a very cost-effective market introduction and contact with potential representatives.	Amsterdam, The Netherlands
September 30 – October 2	<b>Golf Europe</b> Golf Europe is a specialized show for golf course operators. Germany itself is the fastest-growing and fifth-largest foreign market for U.S. golf equipment. The focus of the show is on golf equipment, accessories, apparel, and other golf-related products.	Munich, Germany
October 7 – 12	<b>The Bucharest International Trade Fair</b> The Bucharest International Trade Fair is the leading commercial event in Romania and one of the most prominent trade fairs in Eastern Europe. It is a general technical fair, with a strong emphasis on industrial equipment and industrial consumer goods.	Bucharest, Romania
October 8 – 12	<b>Machine Tools and Robotics Catalog Show</b> The catalog show will take place in connection with the technical fair, which is the leading Scandinavian industrial trade fair, attracting visitors from northern European and Baltic Sea countries. The product groups include machine tools, robotics, industrial IT, special welding, and other industrial techniques.	Stockholm, Sweden
October 10 – 13	<b>Corporate Executive Office (CEO) Mission at Expopharm '02</b> Expopharm '02 is Europe's largest pharmaceutical, over-the-counter products, and health supplements show, with over 450 exhibitors and over 20,000 trade-only visitors from 67 countries. The Corporate Executive Office (CEO) at Expopharm is organized by the U.S. Department of Commerce to provide an alternative to exhibiting individually.	Berlin, Germany
October 14 – 18	<b>Aerospace Business Development Mission</b> The Aerospace trade mission will focus on regional airport infrastructure, ground support equipment, perimeter security, baggage handling, cargo operations, aircraft maintenance, and air traffic control systems. Participants will visit six regional airports and meet with civil aviation procurement officers in one-on-one and group settings.	Durban and Johannesburg, South Africa
October 15 – 18	<b>R&amp;D in Life Sciences and REACH for Process Solutions</b> The international trade show for life sciences research has joined with REACH for Process Solutions to form this event. The show takes advantage of Basel as a European center for the pharmaceutical and chemical industries. Some 200 relevant companies are headquartered in the area. All of these large companies will contribute to the conference, which will be attended by over 1,500 researchers and industry representatives.	Basel, Switzerland
October 29 – November 1	<b>Fire Rescue Safety &amp; Security Expo</b> Security and safety equipment and services are in high demand in Indonesia and represent an excellent opportunity for U.S. suppliers.	Jakarta, Indonesia
November 4 – 8	<b>Laboratory, Analytical, and Scientific Instruments</b> Brussels, Belgium, and Utrecht, the Netherlands, are the stops for a laboratory, analytical, and scientific instruments matchmaker trade delegation. The focus of the delegation will be to match participating U.S. companies with qualified agents, distributors, representatives, licensees, and joint venture partners in these markets.	Brussels, Belgium, and Utrecht, The Netherlands
November 6 – 8	<b>Metal Mechanica 2002</b> This is the fourth international exhibition and conference for precision metal forming, steel construction, manufacturing, transportation, welding, electro-mechanical technologies, and related arts and sciences. This event attracts more than 200 exhibitors and 4,500 professional trade visitors.	Mexico City, Mexico
November 13 – 17	<b>Aviex 2002 Air Show</b> This business forum and exhibition is for the general aviation industry. This year's annual Airline Pilots and Owners Association Conference will be held in conjunction with Aviex. The professional environment will enable small and medium-sized companies to gain exposure for their products and services.	Sydney, Australia
November 29 – December 8	<b>Essen Motor Show</b> This is Europe's largest trade event for automotive specialty products. It focuses on customizing and tuning. It attracts close to 400,000 visitors from the specialty equipment trade as well as car enthusiasts from the general public.	Essen, Germany
December 2 – 7	<b>ITU Telecom Asia 2002</b> This fair will be the largest and most successful regional telecom event ever, attracting world and regional leaders from telecommunications industries and information technology fields, as well as key government officials from across the region. More than 30,000 buyers and 20,000 exhibitors will be present.	Hong Kong

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**ELECTRIC POWER TRADE MISSION****SEPTEMBER 30 – OCTOBER 4, 2002  
VIETNAM AND THAILAND**

The Deputy Assistant Secretary for Basic Industries will lead an electric power trade mission to Hanoi and Ho Chi Minh City, Vietnam and Bangkok, Thailand. The mission will include representatives from U.S. electric power companies and equipment manufacturers interested in entering or expanding their presence in Vietnam and Thailand.

Although there is currently an excess of generating capacity in Thailand due to the economic downturn of a few years ago, there are many medium-term opportunities for U.S. companies. Demand is expected to increase in about 2006, and the Electricity Generating Authority of Thailand (EGAT) is planning to re-power some older hydro and thermal power plants to meet this demand.

During this week-long visit to Bangkok, Hanoi and HCMC, U.S. Commercial Service posts will host briefings by leading Vietnamese and Thai experts, industry counseling by American experts on the Vietnamese and Thai market, one-on-one meetings with pre-qualified potential partners/end-users, and a reception for U.S. delegates and significant Vietnamese and Thai contacts.

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**INFORMATION SECURITY TRADE MISSION****OCTOBER 28- NOVEMBER 1, 2002  
BRUSSELS, PARIS, AND AMSTERDAM**

Information systems security is a rapidly rising priority in Europe and has become a mandatory budget line in corporate IT budgets. The total European market for security products will more than triple from \$1.8 billion in 2000 to \$6.2 billion in 2005. Given this fast-growing market, the Software & Information Industry Association and Michelle O'Neill, deputy assistant secretary for information technology industries at the U.S. Department of Commerce, are co-leading an information security trade mission to Brussels, Paris, and Amsterdam from October 28 to November 1. The mission opens in Brussels with a full-day seminar highlighting key drivers affecting the security market, and corporate and government strategies in the information security arena. In addition, the mission will feature market briefings, tailored one-on-one meetings for each participating company, and networking events at each stop. This itinerary is designed to help U.S. information security companies learn about the markets, build partnerships, and increase sales in Europe. The mission cost is \$4,000. Participants are accepted on a first-come, first-serve basis. For more information see [www.siiia.net/divisions/global/trademissions/tmparis.html](http://www.siiia.net/divisions/global/trademissions/tmparis.html).

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